



POSITION DESCRIPTION: MARKETING COMMUNICATIONS MANAGER

The St. Croix Valley Foundation's mission is to enhance the quality of life in the St. Croix Valley by:

- Encouraging charitable giving in the Valley – building permanent funds that will provide resources for the needs of today and tomorrow;
- Connecting people and programs – bringing together people's charitable interests and the funding needs of programs and organizations; and
- Encouraging collaboration – forming partnerships and providing servant leadership through programs that enhance the quality of life in our region's distinct communities.

With an office in beautiful downtown Hudson, Wisconsin, the Foundation serves six counties bordering the St. Croix River, two in Minnesota (Chisago and Washington) and four in Wisconsin (Burnett, Pierce, Polk and St. Croix) and supports ten community affiliates. The Foundation stewards more than \$90M in philanthropic assets and facilitates approximately \$5M in annual grants and scholarships. For more information, please visit www.scvfoundation.org.

The Position

Reporting to the President/CEO, the Marketing Communications Manager is responsible for strengthening and elevating the Foundation's brand. This position is the primary steward of all external messaging for the Foundation, orchestrating the development and implementation of a strategic communications plan showcasing the scope and impact of the Foundation's work throughout the six-county region it serves.

Roles and Responsibilities

I. Principal Responsibilities

- Develop, implement and evaluate a strategic communications plan to increase awareness of and consistently articulate the mission, vision, values and impact of the Foundation, including its community affiliates
- Create and share compelling written, visual and digital content across multiple channels to inform, inspire and engage current and potential donors, professional advisors, nonprofit partners, staff and volunteers, public and civic decision makers, and the general public
- Manage all communications channels, including print, website, social media and email
- Develop and maintain brand standards, coordinating with all staff and volunteers for a unified and compelling brand voice that amplifies the Foundation's overall image and impact
- Build and maintain strategic partnerships with media outlets and partners, securing significant earned media coverage of the work and impact of the Foundation
- Develop and manage the annual marketing communications budget, ensuring efficient allocation of Foundation resources
- Oversee the development and implementation of an annual special events calendar, ensuring all events capture the attention of the intended audience and media
- Represent the Foundation at community events and convenings

II. Supporting Responsibilities

- Provide excellent customer service to internal and external stakeholders
- Attend board, committee and affiliate meetings as requested and available
- Select and manage relationships with marketing communications vendors
- Support internal communications as requested
- Public speaking as requested
- Secure, onboard and supervise marketing communications interns
- Other duties as requested

Required Education, Experience and Skills

Education: A bachelor's degree or equivalent combination of education and experience in marketing, communications, advertising, journalism, public relations, or a related field.

Experience: A minimum of 3-5 years' experience in marketing communications role(s) including the development and implementation of strategic communications plans; development of marketing communications collateral, including print and online materials; utilization of web, social media and digital platforms; and project management. A knowledge of the nonprofit sector, community foundations and/or the St. Croix Valley is a plus.

Skills: Excellent verbal and written communication skills; ability to lead projects independently and work collaboratively with staff and volunteers; ability to see the big picture while paying attention to details; ability to complete time-sensitive tasks on schedule; ability to manage multiple projects, priorities and deadlines; strong basic computer skills and the ability to adapt to specialized applications; tactful and diplomatic; and committed to donor service and confidentiality. A proficiency with email marketing platforms and/or graphic design software is a plus.

Other Requirements

- Must be able to sustain prolonged periods sitting at a desk and working on a computer
- Must be able to occasionally lift up to 15 pounds
- Must be able to occasionally participate in evening and weekend events
- Must possess and maintain a valid driver's license and reliable transportation

Salary and Benefits

The starting salary for this exempt, full-time position is \$50-75K, DOQ. This position could be 0.8FTE (and still benefit-eligible), if desired by the candidate. We offer a competitive benefit package, including medical and dental insurance, a 403B retirement savings plan with an employer match of up to 5%, short-term and long-term disability insurance, life insurance, generous paid time off and a flexible work schedule. While a hybrid work environment (up to 50% remote work) is a benefit of the position, the applicant will be expected to either reside within commuting distance of the St. Croix Valley or to relocate within three months of hiring.

Application Instructions

Applications will be accepted through Friday, September 22, 2023. Please submit a cover letter and resume to hlogelin@scvfoundation.org. Only applications submitted by email will be considered.